



APPLICATION TO HOST GLOBAL MATRIX 4.0 RELEASE 2021

1. Institution name, address and description

Name: Shanghai University of Sport (below abbreviated as SUS)
Address: 650 Qingyuanhuan Road, Yangpu District, Shanghai, 200438, China
Description: Shanghai University of Sport (SUS), founded in 1952, is one of the first sport universities after the founding of People's Republic of China and has been selected in 2017 on the first list of universities to enter the "Double First-Class Initiative", which aims to ultimately build a number of world class universities and disciplines in China by the end of 2050. More description can be seen from: <http://eng.sus.edu.cn>

2. Proposed dates (must be September - December 2021)

In light with the previous Global Matrix releases, the proposed dates are in the middle/end of October or November. Anyway, for SUS, the date for holding Global Matrix 4.0 Release is flexible from September to December 2021 and can be up to the decision made by the Active Health Kids Global Alliance (AHKGA).

3. Location and description (country, city, venue)

Country: People's Republic of China. China is the largest of all Asian countries and has the largest population (1.404 billion) in the world. Covering approximately 9.6 Million square kilometers, it is the third or fourth largest country by total area.
City: Shanghai. Located on the southern estuary of the Yangtze River with a population of 24.2 million as of 2018, Shanghai is the most populous urban area in China. It is an important economic, financial, trade and shipping center in China. Shanghai is an international city that melts with different cultures from all over the world.
Venue: The main building of SUS. The main building of SUS, also known as Green Tile Building (GTB), is a historical building built in 1933, originally as the former Shanghai Municipal Government Building. GTB is a monument under the Protection of Shanghai Municipality and has been fully renovated in 2019. The GTB can hold 500 people meeting in the Chinese ancient palace style conference hall.

4. Description of the bidding institution/organization

SUS is the leading institution in China as well as in Asian countries in the field of Sport and Health Sciences. Over the years, SUS has yielded unique achievements, including ranked No. 1 among Asian universities in the field of Sport and Health Sciences in 2018 ARWU; established Journal of Sport and Health Science, the only English Journal in Sport and Health Sciences in Mainland China enlisted both by SCI and SSCI databases, etc.

5. Rationale for hosting the event

As the first and only member of AHKGA in mainland China, SUS has developed the framework and protocol for investigating Physical Activity of Chinese Youth since 2014 and conducted annually national level survey, the Physical Activity and Fitness in Chinae-The Youth Study (PAFCTYS) since 2016. Based on the survey findings, SUS attended





Global Matrix 2.0 and 3.0 and presented China Report Card. If Global Matrix 4.0 could be held by SUS in Shanghai, China, firstly, from university perspective, it will advance the research and practical work of SUS, especially in the field of physical activity of children and adolescents, as well as the improve the internationalization of SUS. Secondly, from national perspective, Global Matrix 4.0 release in China could draw attention from different national stakeholders, such as government from education and health section, schools, communities, and public, on promoting physical activity of Chinese young people. Thirdly, from international perspective, Global Matrix 4.0 release in China, where nearly 300 million young people live, could spread the goal of AHKGA to the largest extent and contribute the ideology of being active healthy life style globally.

6. Previous experience with similar events, if any

As one of leading university in Sport and Health Sciences in China, SUS has hold many international level conferences including but not limited to as follows (only list in recent three years):

- 2019.06.26-06.28 2nd International High-level Forum in Sport Tourism
- 2018.04.27-04.28 China International Conference in Sport Tourism
- 2017.11.18-11.19 International Conference of the Development of Table Tennis
- 2017.11.07-11.09 International Conference of Sport Economics
- 2017.11.02-11.04 8th International Forum in Sport and Health Sciences
- 2016.11.11-11.13 2nd Asian-Pacific Conference in Sport Training and Coaching

7. Program proposal (e.g., separate event, along with other conference, duration, anticipated number of participants, anticipated registration fees, etc.)

The preliminary schedule of the program:

Day 1	Morning	Opening Ceremony, Key-note Speaking, GM 4.0 Release
Day 1	Afternoon	Presentation/ Poster of Country Report Card and Related Topic
Day 1	Evening	Banquet
Day 2	Morning	Presentation/ Poster of Country Report Card and Related Topic
Day 2	Afternoon	AHKGA Meeting, Closing Ceremony
Day 2	Evening	Optional Social Program

The program proposal by SUS in Shanghai, China is a two-day event arranged separately for Global Matrix 4.0 Release. The anticipated number of participations is around 200-400 (i.e. 2-5 persons/county X 75 countries, plus AHKGA board members, invited international recognized experts or other participants who are interested in). The anticipated registration fee is about 300 USD (can be negotiated with AHKGA) covers event materials, two-day lunch and banquet in the first day, snacks, fruit and drinks in coffee breaks during two-day event. In order to attract all 75 countries representatives to attend Global Matrix 4.0 release in Shanghai, China, SUS will commit that we will make none profit from the registration fee which only be intended to compensate the general expenditure for the event.

8. Support, including the source of the support (e.g., space, financial support, travel scholarships, support to publish proceedings, etc.)

The conference hall at the main building of SUS can hold 500 people meeting and will be used for the Global Matrix





4.0 release. In addition, there are more ten modern conference rooms with different size in SUS campus can be used the event. As for the accommodation, SUS owns a four stars university hotel newly built in 2016 with near 200 double/single rooms in campus area, 100 meters to GTB conference hall. The internal price for event participants is only 400 RMB (around 60 USD) per room per night which is very reasonable. SUS will make every effort to provide financial support for holding the Global Matrix 4.0 release successfully. Several travel scholarships will be provided to AHKGA leaders and representative from developing countries after application selection. Journal of Sport and Health Science (JSHS), the SCI & SSCI indexed journal (Q1, Impact Factor 3.644), established in SUS, is keen to release a special issue on Report Card with articles regarding Global Matrix 4.0 during the event. In addition, SUS will support to publish the conference proceeding.

9. How would you promote the event nationally and internationally?

There are professionals from the office of Public Relations and College of Media and Art in SUS. Together with event organizers, they will work with traditional media (news paper, TV etc.) and new media (internet) in both Shanghai and China level to promote the event nationally. In addition, SUS will collaborate with Shanghai Municipality, Ministry of Education of China, AHKGA and other international organizations to promote the event internationally.

10. Bidding statement (i.e., explain why AHKGA should select you!)

As described in previous section, SUS has met all requirements for delivering an ideal and successful conference, such as conference hall in a famous historical building, budget but high quality accommodation, rather low price of registration fee, professional public relation and media promoter, highly international recognized scientific journal, financial support for travel scholarship, and passionate research and event organizing staffs and volunteers, and abundant experience of holding international conferences. Furthermore, Global Matrix 4.0 release by SUS in Shanghai, China, where the most young people live in the world, is the most cost-effective to spread the goal of AHKGA, promoting physical activity of children and youth worldwide.

11. Lead contact person (name, phone, email)

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SUS will make every effort to support to host the event! We sincerely hope Global Matrix 4.0 release could be held by SUS in Shanghai, China.

Peijie CHEN, PhD, NAK
Professor in Kinesiology

President of Shanghai University of Sport

28.09.2019

